

Genie
G ni Toys plc

Fax

C9 Cooper H use
2 Michael Road
London SW6 2AD
Tel: 0171 731 1713
Fax: 0171 731 1448

To: David Gamlin

From: Casey Norman

Fax: 01179-373255

Pages: 1

Phone:

Date: December 4th, 1996

Re: Doll's Clothes

CC:

Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

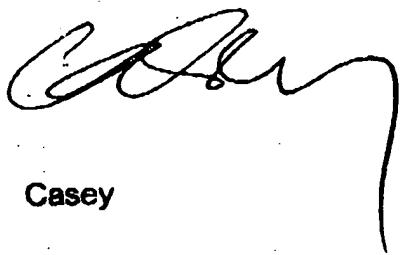
Comments:

Dear David,

Before I forget I just wanted to re-emphasise how important it is that we get the clothes to fit the dolls easily - by narrowing the hips (and we were going to thicken the arms a little), widening the clothes, putting slits in etc., etc. We need to get them to slip on and off faster than you can say 'Demi Moore'!

As discussed, if you could write down all the technical questions you need answered (material thickness, hardness etc.) together with drawings and examples, I will get the answers you need.

Yours,



Casey

Purchas Ord r

Genie
Genie Toys plc

To: David Gamlin
Design & Modelmaking

Order Number: 6001 Date: 28/11/96
Reference: Q78 Delivery: 09/12/96

C9 Cooper House
2 Michael Road
London SW6 2AD
Tel: 0171 731 1713
Fax: 0171 731 1448

Terms:

Description	Quantity	Price
George Figure Packs		
1) Design and Development of Figure Sketches, sculptings, articulation, engineered prototype, clothing tests		£ 1,500.00
2) Figure packs - Design		£ 400.00
3) Figure packs - Engineering Models		
a) Party	80010	£ 780.00
b) Freewheelin'	80050	£ 920.00
c) Fashion	80030	£ 880.00
d) Winter	80060	£ 850.00
e) Pets	80040	£ 1,150.00
f) Active	80020	£ 780.00
Total		£ 7,260.00

For & On Behalf of Genie Toys plc:

Casey Norman
Managing Director

Order numbers must be shown on all deliveries and invoices. Payment of invoice is by end of month following month of invoice. Delivery costs to be born by vendor. Orders must be acknowledged within 10 days.

Fax

To: David Laxton

From: Casey Norman

Fax: 01793-831289

Pages: 3

Phone: 01793-485176

Date: 24/3/97

Re: Your fax 22/3

CC:

Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

● **Comments:**

Dear David,

Thanks for your fax and comments. I am doing the following:

- 1) Gamlin is sending you the spec and colour breakdown today, sorry they were left out.
- 2) I will review the colours with you and TN on Thursday and we will make any changes we agree on.
- 3) You did not receive the doll head that we liked more when we met on the 17th. Let's look at that on Thursday and make further changes as necessary. I hope we will be able to get better decoration once in HK.
- 4) The clothes are critical. I agree they must be easy to put on and take off. Gamlin has difficulty with the materials he is working with (they get harder after a day or two), this is an area we're going to need help and experimentation on the engineering.
- 5) We'll review the sprays on Thursday, I'd like to lose 10 (if we can).
- 6) I don't think we can do anything about the bed (I will put instruction on the pack) and Annie will have to duck when she goes through the door (we have had to cheat on the scale as you know).

I enclose the Status Report for this week (next one due 4/4). Also, your accountant should have let you know that I agreed to do the share transfer the way he wanted to so that we can put that behind us.

See you on Thursday (9am) at the same place.

Casey

Anni 's World

Product Descriptions:

1. Doll Packs

a. Party Annie

Annie in party dress. Balloons, outfit, hat, gift, surprise

b. Free-Wheelin' Annie

Annie in bicycling clothes. Bicycle, helmet, bag, gift, surprise

c. Fashion Annie

Annie in fashion clothes. Handbag, hat, jacket, gift, surprise

d. Country Candy

Candy in outdoor clothes. Day pack, dog, jacket, gift, surprise

e. Little Sally and her Pets

Little Sally in dungarees, hat, puppy, cat, bunny, basket, gift, surprise

f. Active Pippa

Pippa in work-out clothes. Boogie box, bag, towel, jacket, gift, surprise

2. Playsets

a. Annie's Town Place

Small house, Annie in day clothes, pet, furniture and shopping, gift

b. Annie's Country Place

Small house, Annie in riding clothes, pet, furniture and food, gift

c. Diana's Boutique

Small store, Diana in outfit, clothes, hats, accessories, gift

d. Bella's Café

Small café, Bella in outfit, food, drinks, furniture, gift

e. Annie's Car Set

Annie, sports car, motorbike, accessories, dog, gift

f. Annie's Pony Set

Annie, Pony, foal, accessories, gift

3. Large Playsets

a. The Hideaway

Stone hideaway cottage, Annie and Little Sam, camping gear, tent, gift

b. The Runaround

Wooden hut with playground, Annie and Janie, outdoor furniture, gift

c. The Studio

Studio with exercise room and bathroom, Annie and Katie, accessories, gift

4. Annie and Family Doll Set

Annie, Dad, Mum, Little Ben, Little Sally, Molly, Joe, Grandma, Baby Beth, eight gifts, accessories.

5. Annie's Camper

Opening Camper, Annie, Little Lizzie, Dog, Outdoor gear, boat, scooter, gift

6. Annie's Big House and Gardens

House and gardens, Annie, Steffy, Danny, dog, cat, pony, tree house, river, bicycles, accessories, gift.

Design notes:

Playset features:

Opening house, back folds down, concealed room, secret place for keeping gifts, loose furniture and accessories, opening door.

Doll features:

Turning head and waist, articulated arms and legs, arms can hold gift, dolls can 'give' each other gifts, accessories can fit hands and limbs, clip-on or pull-on clothes and hats, dolls can stand and are poseable, fit into bases.

CWN 7/10/96